



BIKE SHARE

August 1 - August 31 2017 Report - Tempe



GRID Bike Share is Operated By:



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SYSTEM SNAPSHOT

Table 1

Stations/Bikes	Full System	Tempe Only
Active Regular Stations	102	30
Active Virtual Stations	0	0
Active Bikes (averaged over the month)	906	N/A
Trips		
Total Trips	5,469	2,276
Trips Per Day (average)	176	73
Utilization Rate (trips per bike per day)	.19	.20
Active Members		
Total Membership	16,239	N/A
Monthly/Yearly Plans	716	N/A
Pay-As-You-Go & 7 Day Plan	15,117	N/A
Revenue		
Total Revenue	\$13,539	\$3,400.97
Maintenance/Customer Service Activity		
Total CS Cases Created	108	N/A

Due to current limitations in the Social Bicycles data tracking software, not all GRID system data can be split by city. Trip data for each city can be extrapolated by using data from trips started inside a specific system area (in this case the Tempe system area). Unfortunately membership and customer service data as well as some trip data are not linked to the location of a user's first sign-up or home system area at this time and therefore this city-specific data shows as N/A in this report.

Membership

New/Total Active Members (Full System)

Table 2

Membership Type	New Sign Ups	Total Active Members
Student	35	229
Monthly	0	201
Annual	71	249
Other	2	37
Pay As You Go	492	15,177
7 Day Pass	55	346
TOTAL	655	16,239

Trips

Cumulative Trips Per Day of the Week August 2017 (Tempe Only)

Table 3

M	T	W	Th	F	Sa	Su
314	384	402	438	285	221	232

Trip Initiation Method (Tempe Only)

Table 4

Mobile	130
Keypad (manually entered)	2,140
Keypad RFID Card	1
Website	130

Table 5

	August (Full System)	YTD	Tempe Only	YTD
Total Trips Taken	5,469	39,601	2,276	7,150
Total Miles Ridden	8,038	67,924	3,900	14,273
Avg Trip Distance (mi)	1.6	1.2	2	2.2
Avg Trip Time	21:47 min	25:49 min	22:13 min	26:15 min
Avg Weekday Trips	188	158	69	63.5
Avg Weekend Day Trips	282	360	57	51.4
Holds	299	2,449	n/a	n/a
Ended out of Hub	400	3,386	200	670
Ended out of System Area	45	80	21	22

Determining the start area of a trip with a Hold is currently not possible due to limitations in the Social Bicycles tracking software. Therefore, the count of holds is only displayed as a part of the "full system".

Trip Stats by Member Type (Full System)

Table 6

Member Type	August Trips	%	Trips YTD	% YTD
Pay-as-you-go	1,905	35%	17,040	43%
7 Day Pass	247	5%	3,101	8%
Annual	325	6%	3,328	8%
Monthly	932	17%	6,549	17%
Student	1,967	36%	8,484	21%
Other	93	2%	1,099	3%
TOTAL	5,469		39,601	

Trip Stats by Member Type (Tempe Only)

Table 7

Member Type	August Trips	%	Trips YTD	% YTD
Pay-as-you-go	773	34%	2,733	38%
7 Day Pass	137	6%	744	10%
Annual	20	1%	78	1%
Monthly	246	11%	913	13%
Student	1,079	47%	2,581	36%
Other	21	1%	101	1%
TOTAL	2,276		7,150	

Tuesday, August 22nd was the highest day for regional ridership with a total of 294 trips taken. For trips originating in the Tempe service area, Thursday, August 24th was the top day for ridership with 116 trips taken.

Station Performance

Regional Station Performance

Table 8

Top 10 Origin/Destination Stations	Total In/Out	Bottom 10 Origin/Destination Stations	Total In/Out
P127 Central Ave / Roosevelt St	453	T22 Baseline Rd / Priest Dr	5
T20 Tempe Center for the Arts	419	M105 Robson / 1st St (i.d.e.a. Museum)	4
T14 College Ave / University Dr	359	M109 Main St / Horne	3
P106: 1st St / Washington St	357	M103 Centennial Way / 1st St (Library)	1
P120 Central Ave / Taylor St	345	M111 Broadway / Olive	1
T27 McAllister Ave / Apache Blvd	343	P176 Buckeye Rd / 13th St	1
P129 5th St / Roosevelt St	332	2nd St. and Morris (Mesa Center for Higher Education)	0
P125 Pierce St / 1st Street	317	M101 University Dr / Center St (Mesa Amphitheater)	0
P124 3rd St / Taylor St	316	M110 2nd St / Hobson	0
T13 College Ave / Apache Blvd	306	T23 Escalante Center	0

Tempe Station Performance, Trips started and ended at each station in the Tempe service area
Table 9

Station Name	In	Out	Total	Low [%]	Full [%]
T20 Tempe Center for the Arts	209	210	419	0	0
T14 College Ave / University Dr	174	185	359	0	0
T27 McAllister Ave / Apache Blvd	183	160	343	0	2.47
T13 College Ave / Apache Blvd	157	149	306	0	0.4
T17 Tempe Beach Park	130	131	261	0	0
T04 Apache Blvd / Dorsey Ln	120	135	255	0.27	0.22
T26 McAllister Ave / Terrace Rd	124	120	244	0	0.12
T03 Rural Rd / University Dr	117	121	238	0	1.57
T16 Apache Blvd / Rural Rd	110	105	215	0	0
T31 6th St / Mill Ave	91	85	176	0	4.81
T11 University Dr / Mill Ave	87	86	173	0	3
T25 Veterans Way / University Dr	75	87	162	0.14	0
T15 8th St / Dorsey Ln	70	80	150	0	4.15
T24 Westside Center	83	66	149	0	24.19
T02 3rd St / Mill Ave	63	60	123	0.61	0
T29 Tempe Town Lake Marina	59	63	122	5.42	5.52
T01 5th St / Forest Ave	58	54	112	0	0
T28 Rio Salado Pkwy / Mill Ave	53	58	111	0	0
T19 Kiwanis Park	37	39	76	0	0
T05 McClintock Dr / Apache Blvd	34	25	59	0	5.32
T18 Neil Giuliano Park	31	26	57	0	0
T12 Rural Rd / Southern Ave	21	13	34	0	0
T30 Evelyn Hallman Park	14	15	29	0	0
T09 Washington St / Center Pkwy	19	9	28	0	0
T08 Apache Blvd / Price Rd	12	11	23	0	0
T06 McClintock Dr / Rio Salado Pkwy	10	12	22	0	0
T10 Washington St / Priest Dr	7	15	22	0	0
T07 Smith-Martin / Apache Blvd	8	6	14	0	0
T22 Baseline Rd / Priest Dr	3	2	5	0	0
T23 Escalante Center	0	0	0	0	0

Environmental Impact

Table 10

	Full System	YTD	Tempe Only	YTD
Calories Burned	321,520	2,731,520	171,640	586,560
Carbon Offset	7,073 lbs	60,093 lbs	3,776 lbs	12,904 lbs

*Calorie calculation is based on a Wisconsin State Health Department study that assumes cyclists burn an average of 40 calories per mile.

*Carbon offset calculation is based on an EPA source that states automobiles emit an average of .88 lbs of CO₂ per mile and an assumption that the trip was taken in lieu of driving a car the same distance.

Maintenance & Rebalancing Operations

System-Wide Operations Data

Table 11

	System Wide	Tempe
Average number of bikes in service each day	906	N/A
Bikes inspected in field	1,096	409
Bicycles repaired	111	23
Average bike repair time	24-48 hrs	24-48 hrs
Bikes lost or stolen	0	0
Graffiti Cleaned	4	2

In Tempe we are experiencing "smash and grabs" on our controllers. They are smashing the faceplate and stealing the batteries. Three damaged controllers were discovered this month.

Out of Station Lock-Ups in Tempe

Of the 2,276 trips started in the Tempe system area in August, 200 were ended outside of a station. Some of the top out-of-station lock up areas were scattered across the ASU campus, Safeway Market at S. Rural Rd. & E. Broadway Rd. and a cluster of apartments located at S. Terrace Rd. and E. Orange St.

Reported Repairs/Issues (Full System)**Table 12**

	Type of Issue	August	YTD
1	Shifting/Pedaling	22	218
2	Other	81	454
3	Lock	5	66
4	Flat Tire	43	259
5	Keypad	3	70
6	Seat	6	55
7	Brakes	6	46
8	Lighting	7	20
9	Frame	6	42

Compared to the previous month there was a .16% decrease in repairs/issues reported by users via the bikes on-board keypad. In August, 3.27% of all trips resulted in a user submitted repair request.

Customer Service Reporting

The top customer service contact category for the GRID system in August was billing.

Table 13

Reason For Contact	August Created Cases (Full System)	YTD
Member Inquiries	12	177
Billing	26	197
Account Management	8	119
Bike Issue	13	125
Charges	4	81
General Education	8	132
Operations	17	89
Sign Up	2	48
Hub Request	6	27
Partnerships	11	53
New Program Request	1	6
Total CS Cases Created	108	1,054

Customer Service Responsiveness (Full System)

Table 14

Time of call/email request	
Avg time to answer	67 seconds
Avg duration of call	5 min 5 Sec

Service Levels

Agreed Service Levels for Operations within the Tempe System Area

Table 15

	Performance Metric
System operations fully operational (%)	100%
All stations fully operational (%)	100%
Bicycles fully operational (%)	100%
Website fully operational (%)	100%
Backend servers fully operational (%)	100%
Avg response time this month (technical issues, breakdown)	30 minutes

Financial Summary

In August, the average revenue for the full system was \$14.35 per bike and \$2.38 per trip.

Table 16

Revenue Category	Full System	% of Total	Tempe Only
Membership Fees	\$5,823	43%	N/A (data only available for full system)
Ride Fees	\$7,418.01	55%	\$3,599.28
Out of Hub Fees	\$674	5%	\$400 (includes all types of fees)
Out of System Area Fees	\$60	0%	N/A
Rider Bonuses Given	-\$436	-3%	-\$198
TOTAL	\$13,539		\$3,801.28

*Data has not been audited and is only to be used as an approximation of Gross Revenue

Weather

Table 17 (Source: www.wunderground.com)

August	Trips	Temp. (°F)			Precip. (in)	Events
	Full Sys	high	low	avg	sum	
1	157	101	87	94	0	
2	151	96	81	89	0.01	Rain
3	143	104	74	89	0.92	Rain , Thunderstorm
4	164	103	76	90	0	
5	140	106	83	95	0	
6	118	105	84	95	0	
7	133	107	83	95	0	
8	152	108	82	95	0	
9	154	111	85	98	0	
10	160	105	89	97	0	
11	181	108	82	95	0	
12	151	103	80	92	0.11	Rain , Thunderstorm
13	188	99	73	86	0.33	Rain , Thunderstorm
14	150	103	79	91	T	Rain
15	166	102	83	93	0	
16	177	103	78	91	0	
17	202	104	78	91	0	
18	196	106	79	93	0	
19	153	105	81	93	0	
20	130	102	84	93	0	
21	198	104	85	95	0	
22	294	108	83	96	0	
23	217	107	78	93	0.06	Rain , Thunderstorm
24	233	104	79	92	T	Rain , Thunderstorm
25	215	108	85	97	0	
26	151	110	87	99	0	
27	97	111	89	100	T	
28	204	110	90	100	0	
29	228	109	88	99	0	
30	198	108	89	99	0	
31	268	108	86	97	0	